

The County of Yuba

Community Development and Services Agency



TO: Board of Supervisors

FROM: Community Development and Services Agency, Samuel Bunton

SUBJECT: Community Development and Services: Adopt the "Program for Public Information" (PPI) which is part of the County's floodplain management efforts and a component of the Community Rating System (CRS).

DATE: October 10th, 2023

NUMBER: 501/2023

RECOMMENDATION:

Adopt the "*Program for Public Information*" which is part of the County's floodplain management efforts and a component of the Community Rating System.

BACKGROUND:

FEMA manages the National Flood Insurance Program (NFIP), which provides flood insurance and disaster relief to property owners who live in participating communities. Participants in the NFIP must meet minimum standards for construction and floodplain management. FEMA encourages communities to implement higher standards by providing discounts on flood insurance rates. FEMA provides these discounts to communities under the Community Rating System (CRS) program. Organizing a Program for Public Information (PPI) committee to aid development of the County's public outreach program on flood-related issues is a primary component of the CRS program. The current PPI Committee members are as follow:

Name	Organization
Keith Anthony	Farmers Insurance
John Mallen	MHM Engineering
Patrick Meagher	Reclamation District 784
Liz Powell Skutley	Sutter-Yuba Association of Realtors

Ryan McNally	Yuba Water Agency
Sami Nall	Yuba Water Agency
Aaron Taylor	Yuba County Public Works
*Karm Saran	Keller Williams Realty
*Oscar Marin	Yuba County Emergency Operations
*Rachel Rosenbaum	Yuba County Public Information

**Members were unable to attend the PPI meetings in person, but reviewed and commented on the County's proposed outreach activities independently.*

DISCUSSION:

A key activity under the CRS program is public outreach. The “*Program for Public Information*” is an ongoing public information effort to design and transmit the messages that the community determines are most important to the safety of its citizens. For CRS credit, the Program for Public Information must be developed according to a seven-step planning and public involvement process, and the community’s governing body must formally adopt the Program for Public Information on an annual basis. The “*Program for Public Information*” submitted for Board adoption was developed by a committee that meets the FEMA requirements, and includes key messages, identifies target audiences, and proposes specific activities or projects to disseminate the key messages throughout the County.

COMMITTEE ACTION:

The committee was bypassed as this is an annual process and both the CRS program and the Program for Public Information have already been presented to the full Board.

FISCAL IMPACT:

The fiscal impact of adopting a *Program for Public Information* is minimal. Staff anticipates that public outreach efforts will require 60 hours of annual staff commitment. Participation in the overall CRS program requires additional staff activities such as reviewing and maintaining Elevation Certificates, providing floodplain management information and advice, maintaining flood maps, and participating in flood warning and response programs. These efforts currently save local property owners over \$60,000 per year in flood insurance premiums. This amount will continue to increase as FEMA phases out subsidized flood insurance rates pursuant to the Biggert-Waters Flood Insurance Reform Act of 2012.

Attachments

Program for Public Info 2023-2024